

Shawna Ross

Executive Director, Planning Department McGarryBowen

Shawna is a cultivator and passionate champion of big, culturally-inspired ideas. She loves building conviction-driven brand narratives that birth great work and smart acts. She is known for leading Clients, motivating cross-discipline teams, and fostering fun along the way.

Shawna began her career on the account side at Young & Rubicam Chicago then moved to Chicago Creative Partnership where she leveraged her energy for strategy and consumer insights to build a planning department.

From there, Shawna joined Energy BBDO where she successfully led planning efforts across multiple Bayer Healthcare brands, both global and domestic, in addition to local gems like The Art Institute of Chicago, where she architected an Effie-winning campaign.

Shawna joined mcgarrybowen in 2010 to lead the planning team on key Kraft brands. After influencing almost every major account in the agency, Shawna was promoted to Executive Director to oversee the strategic planning department in the Chicago office. She also continues to oversee our KraftHeinz and Mondelez businesses, helping to develop smart strategies and compelling work.



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